

THE CHINOOK ADVANCE

Vol. 20

Chinook, Alberta, Thursday, July 9th 1936

No. 61

Meh's Straw Hats	25c
Master Mechanic Overalls	\$1.65 & up
Towling per yd	25c
Men's Work Shirts	\$1.10 to \$1.35
Congoleum Rug 9 x 10 1-2	\$9.65
Iodized Salt 50 lbs	1.00
Heavy Water Pails	35c
Paris Green	35c
Red Plum Jam	39c
2 Jars Honky	47c
R. & W. Tea	49c
New Potatoes 5 lbs	25c
Fresh Fruit and Veg. tables every day.	

Acadia Produce Co.

Meeting of Acadia Municipality's At Chinook

A meeting of the Acadia Municipality's was held in the Chinook Hotel on Wednesday July 8th, to discuss with Mr. Fallow Minister of Public Works also Mr. James M. L. A. Relief work to be done in this district.

\$5000.00 being allotted for Acadia constituency \$500.00 for each Municipality. The work to be paid with script, at following rate:

Foreman per hour	55c
Man & team "	65c
Man & 4 horses "	85c
Man & 6 horses "	\$1.10

Division 6 - Plans on cutting down the hill south of cemetery.

The Collholme Reeve and Councillors with the exception of Mr. Laughlin were present contributed by R. Stewart.

Corn Flakes	3 pkg	25c
1 large pkg Rinso & 1 bar Lifebuoy Soap both for		27c
Prunes 50-60	3 lbs	29c
Nabob Coffee	1 lb glass jar	49c
B. R. Baking Powder	1 lb tin	23c
Ideal Jam Assorted	per pail	39c
Evaporated Apricots	2 lbs	45c

See us about all your canning needs.
Fresh Strawberries, Cherries, Lemons, Oranges, Lettuce, Tomatoes, Celery etc.

Chinook Trading Co.

COAL and WOOD

Jim Aitken

Youngstown Mental Home Plan Dropped

Gov't Will Construct
Oliver Institute
Extension

EDMONTON, July 6 (special Dispatch) - All consideration of housing mental patients to categories of insanity, with different types in different institutions, has been dropped after long discussion between government departments, it was indicated Monday as for construction of a new \$100,000 addition to Oliver Mental Institute neared completion.

For the past three months it had been planned, tentatively, to renovate the old Youngstown Agricultural School as a new mental hospital, and possibly move some of the present patients from Ponoka, Red Deer or Oliver to that new institution.

Funds Provided

Saturday, however, Public Works Minister W. A. Fallow announced that the government would proceed with the Oliver addition, funds for which were provided in the estimates presented to the Legislature at the last session.

As much as possible of the work Mr. Fallow said, will be hand labor; machinery will be used as little as possible in order to create employment. All workers, he added, will receive cash rather than scrip as wages, the money being taken from the public works department treasury.

The new building will be connected with the present units by a tunnel, Mr. Fallow said. The design of the addition was completed last winter. Mr. Fallow said that actual construction work will begin "in the near future."

Mr. N. F. Marcy shipped a car load of cattle to Calgary this week.

EDMONTON Exhibition

July 13th to 18th

SINGLE FARE for ROUND TRIP

(MINIMUM FARE 25c)
from all stations in Saskatchewan, Alberta and British Columbia (Vancouver, Prince Rupert and East)

ON SALE
JULY 11th to 17th
and on JULY 18th for trains arriving not later than 2 p.m.
Return Limit JULY 21st

Full Information from
(insert name of agent.), Agent
W. 36 340

CANADIAN NATIONAL

Jas. Aitken left last week by motor for Vancouver where he will visit for two weeks at the home of his parents. Mr. and Mrs. Andrew Aitken.

Mr. W. A. Fallow, Minister of Public Works left at 4 p.m. by motor in company with Mr. Stacey for Edmonton.

Mr. and Mrs. Chapman and daughter Lorna, took in the Calgary Stampede, returning Monday night.

Lorne and Chester Rideout, their cousin, Mr. Murray Wanzar and Arthur Loader left Tuesday on a vacation to Wainwright Park and Buffalo Lake.

A Government Survey of Farm land is being Taken in Sounding Creek.

An economic survey of the Sounding Creek area is now being conducted by the Dominion Government with the help of the Province. This is being carried out under the Prairie Rehabilitation Act.

Every quarter section of land is being inspected and every farmer resident in the is being interviewed in order to obtain required information.

Miss Switzer, of Calgary, visited here for a few days with her cousin, Miss Lorna Chapman.

Hamburger per lb	.10c
Chuck Roast of Beef	.10c
Cottage Rolls per lb	.25c
Veal Cuts now on hand	
Our New Wall Paper	
Samples have arrived, come in and look them over.	
Prices from .10c up per roll,	
Bring in your hides and horsehair. Highest prices.	

Chinook Meat Market

MINIMUM WHEAT PRICES

The Alberta Wheat Pool invites the Co-operation of all organized bodies and all interested individuals in impressing upon the Federal Government and the people of all Canada the importance of fixing a minimum price for wheat above the average cost of production.

This can best be done by resolutions passed by boards of trade, municipal councils and other similar organizations, or letters to members of parliament

ALBERTA WHEAT POOL

SPECIAL

Ford power plant complete with gas tank, governor, pulley, radiator, & complete with frame. \$35.00

We have a Good Supply of Tractor Oils and Fuels.

I. H. C. & JOHN DEERE Repairs on hand.

COOLEY BROS.

Purity Flour means real economy. It goes farther. Rich in nourishing gluten, it makes bread that rises right up out of the pans—and the most delicious biscuits, cakes, pies and flaky pastry ever baked!

PURITY FLOUR

Best for all your Baking

Tourist Trade Revenue

It would appear that provincial governments of the prairie provinces which neglect to spend sufficient money to maintain their highways in good condition are overlooking a good bet, if figures of tourist traffic from the other side of the international boundary into Canada are an index of what might be expected if highways were made attractive enough to draw the quota of this windfall which the western provinces might reasonably expect.

Recently published figures show that tourists entering Canada in 1935, most of them from the United States, were responsible for a total expenditure of \$202,314,000 in this country during their stay here, if an estimate published by the Dominion department of trade and commerce can be accepted as reasonably accurate.

This is an enormous revenue from such a source when it is remembered that the principal export industry of this agricultural country totalled in value \$156,153,857 in the same year, this being the value placed on Canadian exports of wheat and wheat flour for 1935 by the External Trade branch of the Dominion bureau of statistics.

Thus the tourist trade to Canada in 1935 was worth approximately \$46,000,000 more to the country than the principal exported agricultural commodity and, when it is pointed out that a substantial proportion of tourist expenditure means clear profit, the value of the traffic in comparison is greater than even appears on the surface.

But when one examines the comparative figures of income from tourist traffic by provinces it is immediately apparent that the share derived by the prairie provinces of this newly developed source of wealth is but a drop in the bucket compared with the income enjoyed by some of the eastern provinces and British Columbia from the same source.

For example, figures compiled by the Saskatchewan Motor Club show that on an average expenditure basis, varied according to length of time of their visit, American tourists entering the province direct through ports of entry on the contiguous section of the international boundary line spent approximately \$522,024 in Saskatchewan in 1935, to which is added another \$652,670 as the estimated expenditure of those who entered the country through Manitoba and Alberta ports and spent a portion of their time in Saskatchewan, making a total of \$1,174,694 as Saskatchewan's share of this new industry—if it may be called such—last year.

In other words all that Saskatchewan derived from this source of new wealth was less than one per cent. of the Dominion's total income from tourist traffic. Without going into further detailed figures it may be said that the tourist revenues accruing to Alberta and Manitoba for the same period were relatively commensurate.

There are certain factors responsible for British Columbia and some of the eastern provinces, and particularly Ontario and Quebec, securing the great bulk of this traffic. One of these is the fact that these provinces are relatively closer to the large American centres of population. This is the principal reason. Another is the greater proportion of paved roads on the Canadian side in these provinces directly linked with similar highways in the United States.

But even after allowing for the greater advantages enjoyed by those provinces mentioned, the fact still remains that the prairie provinces are not getting anything like their proper share of tourist traffic and that for them there are great potentialities yet undeveloped.

The relative scarcity of American tourists in the prairie provinces is partly a heritage of the comparatively recent days when visitors found it a frequent experience to have their cars bogged down in mud. Highways have been materially improved since that time but the stigma earned by prairie roads in those days has by no means been lived down yet. This coupled with the difficulty of financing maintenance of a great mileage of gravelled highways during the still more recent depression years has had the effect of keeping away from the prairie provinces a good many who would have come, but for the skepticism grounded on former experiences.

This is a handicap which has to be overcome before the three western provinces can expect to share in full measure the dividends of tourist traffic to which their natural advantages and beauties entitle them. This can only be done by taking the necessary steps to see that the network of highways already existing in good condition and that as far as possible the dust nuisance of the gravelled highways is eliminated or at least mitigated to a minimum coupled with judicious advertising.

Has Modernized Turkey

People Owe Great Deal To President Of Republic

Mustapha Kemal Fasha, President of the Turkish Republic since 1923, has had eight attempts on his life in 15 years. He pays a servant \$3,000 a year for working 30 minutes a day to taste his food before he eats it—in case of his being poisoned. Mustapha Kemal—known as "Grey Wolf"—has made Turkey a modern State. The Turkish army discarded the fez at his command, and he has altered women's veils, the Turkish calendar, and has thrown overboard the old State, established at schools where students work from living models. In Ankara, the capital, there are seven monuments of him. Mustapha Kemal is fond of dancing and gay company. He encourages the young folk in enjoying themselves. He is 56 years old, the son of a minor official, and was educated at the Military College, Turkey.

Belong To Fine Arts

Softball and bridge have been elevated to the "fine arts" by Vancouver's public library. The library's latest report lists a book of official rules of softball and a book on bridge under the fine arts section, along with such literary hobbies as hand-loom weaving and metalcraft.

Musical instruments used by the Chinese are drums, cymbals, horns, lutes, castanets and flutes. There are three varieties of bells—po-chung, te-chung and pien-chung.

A New Fire Extinguisher

Bomb That Puts Out Blaze Demonstrated In France

There has recently been demonstrated in France by its three inventors, Signor Redaelli and Signor Finzi of Italy and Herr Puschner of Austria, a bomb that kills fire. The demonstration was arranged in collaboration with the Sinsour's Fire Brigade, which built some stage scenery houses and set them alight. They also lighted petrol and rubber. The new bombs killed all these fires, and aroused great enthusiasm.

The principle of the new bomb is like blowing out a candle on a vast scale; the force of the explosion put out the fire. The chemical substance they contain is quite harmless. It possesses the property of cooling the material it touches, and so prevents the debris from smouldering afterwards. The effect of these bombs on blazing petrol in the open air was amazing.

New Grain-Testing Station

An experimental sub-station is to be established north of Davidson in Central Saskatchewan. There are already 25 of these stations in the province for the testing of grain and grasses under different methods of cultivation.

The tons of beewax used in automobile manufacturing require the labors of 93,000,000 bees.

People of Germany are drinking more sparkling wine than before the World War.

Toc H Movement

Celebrated Its Coming Of Age At Ceremonies In London

"Toc H, a movement which began in a dugout in Poperinghe, on the Ypres road, in 1915, celebrated on Sunday, June 28, its coming-of-age in the Crystal Palace, London.

In an address at the ceremony of "lighting of lamps," the Duke of Kent traced the development of the movement through the empire from its humble beginning to the present stage, remarking that Canada now has 38 Toc H units and two houses, South Africa 87 units and one house, and Australia 140 units and one house.

He read a message from the king conveying his sincere greetings and congratulations and recalling that from the earliest years of the movement he had presided practically every year at the lighting of the lamps of maintenance.

(The objects of the Toc H movement are to "perpetuate the lessons of cheerful self-sacrifice and mutual help, without barriers of class or creed, taught by the young men who laid down their lives during the Great War." The symbolism of the lamp represents the keeping alive of "the ideals which they embodied".

Referring to the recent visit of "Tubby" Clayton—Rev. P. B. Clayton, founder of the movement—to the eastern Mediterranean, the duke said it had stimulated Toc H in that part of the world, where many of its members are drawn from the army, navy and air force.

British Broadcasting

Government Extends Charter Of The B.B.C. For Ten Years

Following the recommendations of a special committee on broadcasting, it was announced in London that the government would extend the charter of the British Broadcasting Corporation for 10 years from Dec. 31 next, increase the number of governors from seven to 10 and increase the corporation's share of revenue from public receiving licences.

Cost of such licences will remain at 10 shillings.

The government held the view the corporation should continue to refrain from commenting upon current affairs, both in broadcasts and in the corporation's own publications.

It approved the suggestion of the committee—which submitted its report last March—that empire broadcasting service should be developed. It also held that the licensing of relay stations should be continued for another three years; the postmaster-general being empowered to take over the relays afterwards.

The government also approved the continued exclusion of advertisements and believed the responsible departments should take all possible steps to prevent the broadcasting of foreign advertisement programs.

However, the government rejected the proposal of the broadcasting committee, which was headed by Lord Illawater, that the cultural side of broadcasting should be transferred to a cabinet minister.

Belgian Defense Project

Plan Erection Of Network Of Machine Gun Nests Along Border

A plan for a series of machine gun nests along the Belgian frontier and extension of the term of Belgium's obligatory military service from eight to 18 months were contained in proposals submitted to the military committee of the Belgian chamber by General Magline, former chief of the general staff and author of the Magline plan of national defence.

The defence project, which has been approved by the superior defence council, calls for erection of a network of small machine gun nests. They would be manned by trained mobile troops and would be reinforced by a "destruction system" under the Magline plan. The system of destruction would consist of mining bridges, roads and railways throughout the border regions to delay the advance of any invading troops.

In advocating the increase in the term of obligatory service, Gen. Magline said the measure would provide the nation with a sufficient number of trained troops to carry out his defence plan.

The pirarucu, a fresh water fish, is found only in the Amazon river and its tributaries. Resembling a whale, it often weighs as much as 200 pounds.

The famous mineral springs of Bath, England, produce 500,000 gallons of medicated water daily.

Violent Deaths

Automobile Accidents, Suicides And Other Mishaps Take Heavy Toll

Automobile and other accidents, suicides and homicides brought death to 6,885 people in Canada last year, the Dominion Bureau of Statistics reported. Almost all forms of violent death except suicide showed increases over 1934 and crept up toward record high levels registered around 1930 and 1931.

Automobile mishaps took 1,224 lives or 11.2 per 100,000 of population compared with 1,115 in 1934. This was the largest toll since 1931 when 1,316 fatalities occurred.

In all, 6,885 persons or 62.9 per 100,000 met death from external violence in 1935. This, too, was the highest total since 1931 and compared with 6,469 in 1934.

Suicides accounted for 902 deaths, compared to 927 in 1934 and homicides for 153 compared with 142 in 1934.

All provinces with the exception of Prince Edward Island, New Brunswick, and Alberta showed a larger number of motor vehicle fatalities in 1935 than in the preceding year. Prince Edward Island, however, had two deaths as compared with five, New Brunswick 40 against 52, and Alberta 45 against 61.

Prince Edward Island had the lowest rate, 2.2 per 100,000 and Saskatchewan stood next with a rate of 4.1.

SELECTED RECIPES

MARSHMALLOW CHOCOLATE LOAF CAKE

3 squares unsweetened chocolate
¼ cup cold milk
2 cups flour
2 teaspoons Magic Baking Powder
½ teaspoon salt
¼ cup butter
1¼ cups sugar
8 eggs (yolks only)
1 teaspoon vanilla
1 teaspoon butter put chocolate and milk, when melted stir until quite smooth—cool. Sift flour once, measure, add baking powder and salt, sift together three times. Cream butter, gradually add sugar and beat until light and fluffy. Add yolks which have been beaten until thick and lemon colored, and vanilla, then add flour mixture alternately with the cooled chocolate, a little at a time, beating well after each addition until smooth. Bake in a well greased pan in slow oven (235 degrees F.) for 25 minutes, increase heat slightly (to 350 degrees F.) and finish baking 45 minutes. Turn out carefully and while still warm cover bottom with marshmallows that have been rinsed off with cold water and cut in halves cross-wise. When cake is cool cover with chocolate frosting.

Invisible Light

Will Be Given By Lamps In Near Future Is Prediction

In the near future lamps will give "invisible" light. This forecast has been made by J. N. Waite, general manager of the Hull (England) Corporation Electrical Department. "Lamps will be able to give out not only visible light, but what we call 'invisible light,'" he said. "Scientists are still striving for increased beauty as well as increased efficiency."

India Has Odd Bridge

A bridge across the Jhelum River in Kashmir is made of wickerwork. It consists of three ropes made of hazel twigs, one to walk on and the others to hold, the ropes being kept in position by V-shaped branches every six feet. Although appearing frail and swinging about in a gale, the bridge is really very strong.

A dwarf in Zululand is 14 years old, but is only 20 inches tall and has not grown for years.



Popping the Question!

Why don't you, too, get back to Ogden's Fine Cut? Times are better, and Ogden's is a better tobacco—the "one and only" choice of smokers who know that cigarettes rolled with Ogden's are the next best to "tailor-mades". Get yourself a package today—it's Cellophane-wrapped and has the purple easy-opening device. And make sure you use the best cigarette papers—"Chanteclair" or "Vogue".

OGDEN'S FINE CUT

P.S.—Your Pipe Knows Ogden's Cut Plug

Lives In Lonely District

Woman Has Gold-Trading Post In British Guiana

A young woman arrived in Boston aboard the Canadian National Steamship liner Lady Nelson and told of conducting alone for four years a gold-trading post in the wilds of British Guiana.

Mrs. Violet McTurk, who has lived in British Guiana since she married "Mick" McTurk, gold and diamond trader, told reporters how she continued her husband's business after he lost his life in an accident four years ago.

"The natives agreed to trade with me, after they pinched me and decided I was all right. They had never seen a white woman until 'Mick' took me back to the post, 200 miles inland from Demerara."

"When Mick died I just went right on with the business. Tourists reach the post quite often, to see Kale Teour Falls, which is, they tell me, five times larger than your Niagara Falls."

Mrs. McTurk said she had operated a river boat, acted as a guide for tourists, and the rest of the time conducted her store at the post, where, she said, she sold everything from rum to ammunition. On this, her first visit to this country, she said she would visit Boston and New York. She was born in Barbados.

The Shetland Islands

Only 27 Out Of 100 In Group Are Inhabited

The Shetland group consists of 100 islands, 27 of which are inhabited. The largest are: Mainland, Yell, Unst, Fetlar, Bressay and Whalsay. The islands seldom rise to more than 500 feet above sea level. Much of the soil is peaty, and barely one-sixth is under cultivation. Cattle and sheep are grazed and the small, sturdy Shetland ponies and Shetland wool are well known. Fishing is one of the chief occupations and the whale industry is of importance. Originally settled by Norsemen, the island remained under Norse rule until the marriage of James III. of Scotland to Margaret, princess of Norway.

Utah's Great Salt Lake

Because there's so much salt in Utah's Great Salt Lake, you can't sink or even submerge yourself in it. But it's still possible for an inexperienced swimmer to drown in the lake by going beyond his depth, losing his balance and being suffocated by the brine. But even then his body would float on the surface.

Statistics reveal that for every three men aged between 75 and 80, there are four women. For every four men more than 85, there are seven women.



Warehouses at Calgary, Edmonton, Regina and Winnipeg

THE CHINOOK ADVANCE

Published by Mrs. M. C. Nicholson every Thursday afternoon from The Advance Building, Main Street, Chinook, Alberta, and entered in the postoffice as second class mail matter.

The subscription rates to The Advance are \$1.50 per annum in Canada and \$2.00 outside of Canada.

The transient advertising rates in The Advance are—display, 40c per inch for first week and 30c for each succeeding week, providing no change is made. For heavy composition an extra charge is made for first week. Reading notices, 10c per count line. Legal advertising, 15c per count line for first week and 10c for each succeeding week. Cards of thanks, \$1.00.

Advertisements under this heading are charged at the rate of 50c for 25 words or less per week, with 10c for each additional 5 words. Three weeks for the price of two.

All letters addressed to the editor for insertion in The Advance, must be signed to show bona fides of the writer. Publication in all cases is subject to the judgment of the Publisher. We do not necessarily coincide with views expressed.

CHINOOK MARKET PRICES

WHEAT

1 Northern	61 1-2
2 Northern	59 1-2
3 Northern	55 1-2

OATS

2 G. W.	21
Ex. 1 Feed	17



CHINOOK UNITED CHURCH

Sunday June 28th.

Sunday School 10.30 a. m.

Come and bring your friends
Rev. J. W. Smiley
Pastor

See me about that Hauling

Long or Short Hauls.

Satisfaction Guaranteed

M. L. CHAPMAN, Chinook

Printing "News"

is our

Business

Send

Yours In

Without Fear Or Favor...



"I WILL hew to the line of right, let the chips fly where they may." It takes a stout heart to adopt this principle of General Grant's, yet it is the everyday matter-of-course attitude of a good newspaper. No matter whose head rolls in the dust, the truth must be told. No matter what storms of protest and vituperation it brings about its ears, your newspaper prints the news as and where it is found, faithfully and accurately. No malpractice to the public injury is hidden or condoned; no improper policy goes unchallenged. Because the newspaper is the forum and the voice of public opinion. It is the moving picture of daily life where all may see and all may judge freely and independently.

"THE truth, the whole truth and nothing but the truth." As conscientiously as though it were under oath your newspaper gives the plain unvarnished facts. Disagree with its editorials if you will—you have a right to your own opinions—but in the news columns you will find only the news, candid and impartial, on which to base your own judgments.

PRESERVE THE INTEREST AND THE VOICE YOU HAVE IN AFFAIRS AND IN YOUR OWN GOVERNMENT BY READING, AND, AT WILL, USING THE FREE IMPARTIAL COLUMNS OF YOUR NEWSPAPER.

The Calgary Herald

OVER 50 YEARS OF SERVICE

Southern
Alberta's
Leading
Daily

CLASSIFIED ADS.

Chinook Beauty Shoppe

Marcel.....50 cts.
Reset.....25 cts.
Finger wave.....25 cts.
Shampoo.....25 cts.

Miss Betty Milligan Prop.

Mr. W. D. Stacy, of Edmonton, Building Superintendent, was a pleasant caller on Chinook friends Wednesday afternoon. Mr. Stacy in the early days was partner of the Banner Hardware Co., in the good old days when Chinook was a prosperous town.

Miss Marjorie Lee left last week for Vancouver B. C. where she will take in the Golden Jubilee at that city.

Already many tourists have passed through Chinook on their way to the Calgary Stampede, Banff and other points west. Very few have been noticed going east.

Mrs. Pigeon and baby (nee May Petersen) also step daughter and step son of Dr. Heller, are visiting with the former's parents.

Mr. and Mrs. McNaughton, also Mr. and Mrs. Campbell, of Youngstown, were Chinook callers on Monday afternoon. Mr. and Mrs. Isbister also Mr. Isbister, of Peterborough, Ont. went to Calgary last week end to take in the Stampede, they also motored to Banff.

Miss Eileen Bjork is visiting with Miss Joan Bayley.

Mr. and Mrs. Powell and children of North Dakota, who have been visiting at the Wilson home last week, left Friday for Turner Valley. Mrs. Powell is a sister of Mrs. Wilson.

Mrs. Wilson and son Hugh accompanied them as far as Turner Valley, they returned home Monday.

Collholme School Report

GRADE I

Wesley Leftwich passed to Grade II. Average 70.4

GRADE II

Hugh Wilson passed to GRADE III 74.3

GRADE IV

Grace Stewart passed to GRADE V 60.5

GRADE VI

Wes. Leftwich passed to Gr. VII with honors 76.1

Jessie McKinnon passed to Gr. VII 67.7

GRADE VIII

Barbara Shier passed to Gr. IX with honors 79.8

Margaret Davis passed to Gr. IX 74.3

Gordon Wilson passed to Gr. IX 73.4

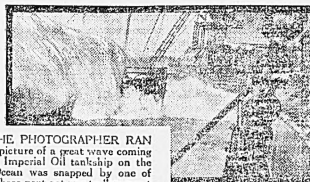
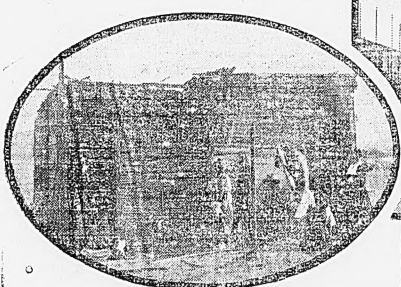
Bruce Hutchison passed to Gr. IX 66.8

GRADE IX

Jack Shier passed to Gr. X in 6 subjects 72.4

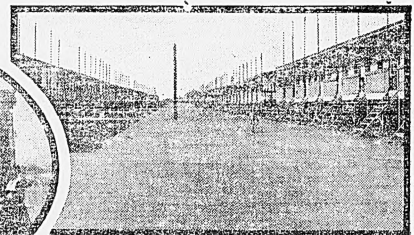
Ethel Young
teacher

Mr. and Mrs. Henry Beaul and little son Gerald, Mrs. Audrey Neff and Mr. Lewi Yearick spent Sunday at the home of Mr. and Mrs. J. C. Turple, and also visited with friends at Chinook.



THEN THE PHOTOGRAPHER RAN... This picture of a great wave coming aboard an Imperial Oil tankship on the Atlantic Ocean was snapped by one of the crew whose next act was to "snap out of it" into the shelter of a deckhouse.

HE CAN'T GO WRONG...
Clear, reliable road maps and courteous, helpful road and tourist information are only two of the extra services gladly given at Imperial Oil stations. ... With Imperial touring information and Imperial gasolines and motor oils, you just can't go wrong. Drop a line to Imperial Touring Service, 92 King St. East, Toronto, for free road maps marked with the best route for that motor trip you are planning.



A HOUSING PROBLEM SOLVED... Before Imperial Oil interests developed the oil fields of Peru there were homes there such as that on the left. Foremost in the development, which involved expenditures of great sums of money put up by thousands of investors, was a program to house the native workers. Its result was that rows of neat dwellings like those above sprang up on the desert near the oil fields.

